

Listing of Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (currently amended) A method for influencing dynamic community shared elements of content programming comprising:
a plurality of participants obtaining electronic votes that they may later cast;
a polling server periodically polling the plurality of participants over a network for their opinion concerning the content of programming;
the plurality of participants casting their respective electronic votes concerning the content of programming via the network;
the polling server receiving the electronic votes of the participants, tallying the electronic votes and reporting those results to a content server; and
the content server receiving the votes and retrieving content based upon the opinion expressed by the majority of majority of participantelectronic votes.
2. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the content is selected from the group consisting of audio, video, on-line games and text.
3. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the content is created in real time.
4. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the content is stored content.
5. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein obtaining electronic votes comprises the participants

purchasing the electronic votes over the network.

6. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the obtaining electronic votes comprises the participants being given the electronic votes.

7. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the obtaining electronic votes comprises the participants purchase electronic votes of differing values per vote over the network.

8. (original) The method for influencing dynamic community shared elements of content programming of claim 1 further comprising the polling server providing the results of the electronic votes cast by the participants over the network.

9. (original) The method for influencing dynamic community shared elements of content programming of claim 1 further comprising the plurality of participants forming sub-communities of participants for voting purposes.

10. (original) The method for influencing dynamic community shared elements of content programming of claim 9 further comprising the sub communities pre-voting over the network to determine the direction of the sub-communities voting.

11. (original) The method for influencing dynamic community shared elements of content programming of claim 1 further comprising the polling server reporting to the sub-community the results of the sub-community's voting over the network.

12. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the network is the Internet

13. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the network is a cable TV network

14. (original) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the network is an RF network.

15. (currently amended) The method for influencing dynamic community shared elements of content programming of claim 1 wherein the network comprises a wired network and a wireless network, and wherein the participant vote ~~vie~~ via the wireless network.

16. (currently amended) A system for influencing dynamic community shared elements of content programming comprising:

a plurality of participant devices each associated with a participant connected to a network, the participant devices further comprising instructions for obtaining and casting electronic votes;

a transaction server connected to the network further comprising instructions for receiving requests from the participant devices to obtain electronic votes, and instructions for delivering electronic votes to the participant devices over the network;

a polling server connected to the network for receiving the electronic votes from the participant devices in response to polls ~~server~~ sent by the polling server;

the polling server further comprising instructions for receiving and tallying the electronic votes received from the participant devices, and reporting the tally; and

a content server connected to the polling server for receiving the tally of the electronic votes, the content server further comprising instructions for modifying content served to the participant devices in response to the tally of electronic votes.

17. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the content is selected from the group consisting of audio, video, online games and text.

18. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the content is created in real time.
19. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the content is stored content.
20. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the electronic votes are purchased by the participant via the participant device by the transaction server over the network.
21. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the electronic votes are given to the participant devices by the transaction server over the network.
22. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the electronic votes comprise votes of different values.
23. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein participant devices further comprise instructions for casting the electronic votes in response to a poll served by the polling server.
24. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the polling server further comprises instructions for reporting the results of the voting to the participant devices over the network.
25. (original) The system for influencing dynamic community shared elements of content programming of claim 16 wherein the polling server further comprises instructions for receiving requests from participant devices to form a sub-community of participant devices.
26. (original) The system for influencing dynamic community shared elements of

Appl. No. 09/688,281
Amdt. Dated March 19, 2004
Reply to Office Action of Nov. 6, 2003

Express Mailing Label No.:
EV 362412322 US

content programming of claim 25 wherein the polling server further comprises instructions for permitting a pre-vote of the sub-community on a given poll.

A¹

27. (original) The system for influencing dynamic community shared elements of content programming of claim 26 wherein the polling server further comprises instructions for reporting the sub-community vote to the participant devices of the sub-community.
